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c 1952

You Can Have Fresh Growing Flowers

in Your Home **ALL WINTER LONG!**

Max Schling's

Flower Bulbs *for* Indoor GrowingMax Schling's
Prize Winning
Amaryllis*Plant October to February*

Recent new breeding methods have created these wonderful varieties of Amaryllis, vastly superior to former kinds. Now we can guarantee the varieties named on this page to be true to type and unvarying in form or color. These strains have been carefully selected, and are outstanding show types. They'll give you much pleasure and brighten your home.

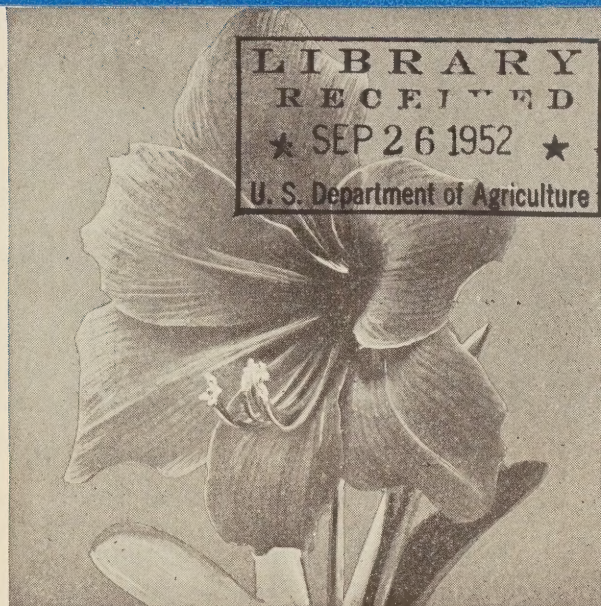
1a. SNOW WHITE Guaranteed pure white. Won Award of Merit, New York Horticultural Society. In limited supply. **\$7.50 each**

1b. CRIMSON VELVET A glorious crimson with an exquisitely delicate texture. **\$6.00 each**

1c. ORANGE EMPRESS Lovely soft orange; splendid show blossom. **\$6.00 each**

1d. ROSY WING An animated rosy-pink, uniform in tone. **\$6.75 each**

1e. SCARLET TRUMPET A true brilliant scarlet. Ideal Show Flower. **\$6.00 each**

**1f. Max Schling's Giant Sequoia Strain**

We're proud of our exclusive strain that stands like the Giant Sequoia tree far above the ordinary Amaryllis.

Here is a leader among flowers, unequalled for gorgeous color, perfect form, and extraordinary size. It is enormously popular, and indoor gardeners have learned to depend on it for a striking display—a few pots of this marvellous plant create a brilliant effect.

Only \$1.50 each \$16.25 per doz.

Mammoth Sequoia Bulbs

(in Separate Colors)

1g. WHITE GROUND These are beautiful white flowers, with pink and red markings.

1h. DEEP RED A good solid dependable red.

1i. BRIGHT SCARLET SHADES Wonderfully fiery scarlet.

\$1.75 each; \$19.25 per doz.

MORE BULBS RECOMMENDED PARTICULARLY FOR EASY GROWING IN THE HOME



2. Blood Lily

(*Haemanthus Katherinae*)

Plant January

A "conversation piece" among exhibition flowers! This spectacular plant produces a huge cluster of bright red flowers against a background of luxuriant green foliage. Very easy to grow, and so impressive it never fails to arouse interested comment.

Giant Jumbo Bulbs **\$6.00 each**

3. Cape Lilies

(*Velthemia*)

Plant September to November

This is one of the finest house plants you can grow from bulbs. It develops tall heavy spikes of brilliant bloom, with lovely foliage. Plant one to a 5-inch pot. **\$1.25 each; \$13.50 per doz.**

4. Fancy Leaved Caladiums

Plant January to June

These are captivating foliage plants with delightful heart-shaped leaves, strikingly marked and colored. Plant them in pots of light loamy soil, or if you like to set them up in a favorite China bowl, use Max Schling's Bulb Fiber that needs no drainage. Outdoors, they'll continue to grow lavishly through the whole summer.

Special Jumbo Exhibition Bulbs

60¢ each; 3 for \$1.50; \$5.50 per doz.

5. Star of Bethlehem

(*Ornithogalum*)

Plant October to December

Huge clusters of pure white star-shaped flowers, with black "shoe-button" eyes, on strong graceful stems. These flowers are rapidly increasing in popularity. You will find these impressive flowers extremely easy to grow from our bulbs.

\$2.00 per doz; \$15.00 per 100

WE PAY POSTAGE ON ALL ORDERS
(Unless otherwise specified)

Max Schling Seedsmen, Inc. 618 MADISON AVENUE, NEW YORK 22, N. Y.

French Roman Hyacinths

Plant October to December

Here is a new and appealing kind of Hyacinth, imported from France. These lovely plants have a delicate airy quality that is not to be confused with the dense heavy-spike Dutch varieties.

6a. WHITE

\$3.00 per doz; \$22.50 per 100

6b. ROSE-PINK

\$2.50 per doz; \$18.00 per 100

6c. BLUE

\$2.00 per doz; \$15.00 per 100

Imported Hyacinth Glasses

These beautifully shaped genuine Dutch Hyacinth Glasses are blown of sparkling leaded glass. These are the actual glasses Holland growers use for forcing their famous blooms, and are so decorative they serve admirably as delightful vases for cut flowers.

7a. One glass, complete with one Jumbo Exhibition Hyacinth Bulb, in a choice of these flower colors: Pink, Blue, White or Yellow.

\$1.75 per set

7b. Glass, alone.

\$1.25 each

7c. Jumbo Exhibition Hyacinth Bulbs alone, choice of above colors. **3 for \$2.00; \$6.00 per doz.**



Narcissus

Plant October to January

8a. IMPORTED PAPER WHITES These French-cultivated Paper White Narcissi are a lucky Max Schling acquisition, and naturally are in limited supply. This fine strain is far superior to domestic varieties. Get marvelous results by planting them in Max Schling Bulb Fiber, or set in pebbles and water.

\$2.00 per doz; \$15.50 per 100

8b. GOLDEN (GRAND SOLEIL D'OR) This splendid yellow strain was developed especially for forcing; excellent results are assured.

\$2.25 per doz; \$17.25 per 100

8c. CHINESE SACRED LILIES Lovely large clusters of pure white Narcissus flowers with deep golden yellow centers. Delightfully fragrant and easy to grow.

\$2.50 per doz., \$18.75 per 100

WRITE FOR OUR FREE CHRISTMAS GIFT CATALOGUE

Max Schling Seedsmen, Inc. 618 MADISON AVENUE, NEW YORK 22, N. Y.



BULBS FOR EASY GROWING Indoors or in Greenhouses

9. Max Schling's Famous Lily-of-the-Valley

Plant September to April

We invite you to join our club plan and have fresh Lily-of-the-Valley all winter long. Because Lily-of-the-Valley is such a refreshing delight in the depths of winter, and because our special imported pips thrive so successfully, we have developed a sort of "Lily-of-the-Valley-of-the-Month" Club!

Our Lily-of-the-Valley pips are ready for bloom from *September 15 to April 1st*.

Pips delivered from *September thru December* blossom readily in *18 to 21 days*. You can have a bowlful on your table for any desired occasion, like a birthday or anniversary, for Thanksgiving or Christmas, by just ordering your pips the required period in advance.

After January 1st we ship freshly harvested pips that bloom in *28 to 35 days*. As the season moves on towards April the growing time narrows down to from 21 to 25 days. Save money by ordering a whole winter's supply in quantity at one time. We will send you partial shipments according to your instructions. (No shipment of less than 12 pips.) All shipments are sent *Parcel Post Special Delivery* to assure good handling and prompt delivery.

\$2.75 per doz; \$5.25 per 25; \$19.50 per 100

10. Gloriosa

(Rothschildiana)

Plant November to March

The gay variegated markings and swirling petals of these exotic flowers make them the Court Jesters of potted plants. They love to climb and should be given good support quite early. Use a good sandy loam, or half sand and humus. Plant can be dried off as soon as it has bloomed, and then replanted outdoors for summer bloom. Bulbs are fine reproducers. In limited supply.

Large Flowering Bulbs: **\$1.25 each**
Jumbo Bulbs: **\$1.75 each**

11. Calla Lilies

Plant October to January

No flower seems to add so much old-fashioned charm and grace to a home as the Calla Lily. These favorites are exceptionally easy to grow, and they continue to please with their highly decorative foliage long after the flowers are gone.

11a. WHITE CALLA ((*Z. Aethiopica*) This is the "saintly" lily, pure white and stately. Jumbo bulbs only.

85¢ each; \$8.25 per doz; \$58.00 per 100

11b. GOLDEN CALLA (*Z. Eliottiana*) Pure golden yellow, its spotted foliage is particularly interesting. Plant December 1st for midwinter bloom, plant February 1st for Easter bloom. Jumbo bulbs only.

95¢ each; \$9.50 per doz.

11c. BLACK CALLA (*Arum Pictum*) An unusual hybrid that never fails to evoke amazed comment.

\$1.10 each; \$12.00 per doz.

11d. PINK CALLA (*Z. Rehmani*) This entrancing "baby" calla was the sensation of the International Flower Show. Has pink to rose flowers that make ideal pot plants.

\$1.25 each; \$13.50 per doz.

THESE BULBS ARE For Greenhouse Cultivation Only

Fragrant Freesias

Our Exclusive, New Patented Varieties

Plant September to November

These new varieties represent a new race of Freesias. The flowers are immense, twice the size of ordinary varieties; their colors are intense. Strong, virile growers, the flowers are borne in immense trusses. The famous delicate fragrance of these flowers, seems to be enhanced in these new and larger blossoms.

12a. APPLE BLOSSOM Delicate Pink. (U.S. Plant Pat. No. 486.)

12b. BRONZE GIANT Combination of copper and bronze tones.

12c. GIANT CREAM Enormous cream-yellow, with a distinct orange-yellow throat. Very tall, vigorous; delightful fragrance.

12d. GIANT LAVENDER Lively deep lavender, white throat.

12e. KING OF THE YELLOWS (U.S. Plant Pat. No. 488.)

12f. MARYON Beautiful mauve. (U.S. Plant Pat. No. 32.)

12g. SNOWSTORM Pure white. (U.S. Plant Pat. No. 487.)

\$2.00 per doz; \$15.00 per 100

Freesias

Regular Varieties

12h. ELDER'S GIANT WHITE.

12i. GOLDEN DAFFODIL. Yellow.

12j. LAVENDER KING.

12k. PINK BEAUTY.

12l. SUNSET. Orange.

12m. RED GIANT.

12p. MIXED.

\$1.00 per doz; \$7.50 per 100



Baby Gladiolus

Plant October to December

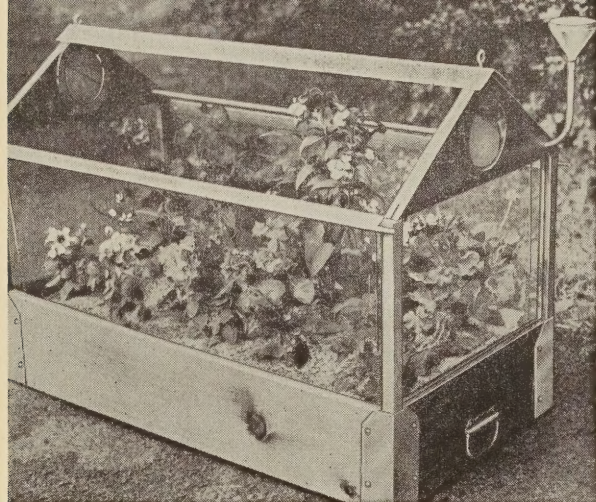
These are bulbs especially developed for forcing. With these bulbs you can have early flowering and have "Glads" on your table all winter long.

13a. TRISTIS SUPREME The finest of all tristis hybrids. Pure white with a delicately shaded greenish tone in the center. Tall vigorous stems bear delicately fragrant blossoms.

\$2.00 per doz; \$15.00 per 100

13b. PEACH BLOSSOM A delightful soft pink.

\$1.65 per doz; \$12.00 per 100



Utterly Fascinating Hobby

Miniature Greenhouses

These greenhouses are miniature in size and price only! They do everything full-size professional outdoor greenhouses do, and are as fully equipped. But you don't have to be a millionaire to indulge this hobby.

All our bulbs suggested for greenhouse growing will thrive beautifully in these. You can easily set one up on a table, indoors or outdoors.

14a. Greenhouse Size 32" x 16" x 21"

This size enables you to grow easily your own orchids, African Violets, the most exotic plants from seeds, any of the bulbs listed on page 5. As fully equipped as a full size greenhouse it has automatic ventilation, subsoil irrigation, electric illumination, thermostatic temperature control, glass sides and top, natural cedar base. Fully guaranteed. For normal household AC current.

\$39.95

(add \$2.00 shipping charges; West of Mississippi add \$4.00)

14b. Greenhouse Size 32" x 18" x 27"

This model, same as 14a., only larger, is particularly recommended for easy growing of the large corsage type of orchid at home. You have the wonderful advantage of growing your own blossoms to wear or give as exciting gifts, knowing they will bloom when you want them.

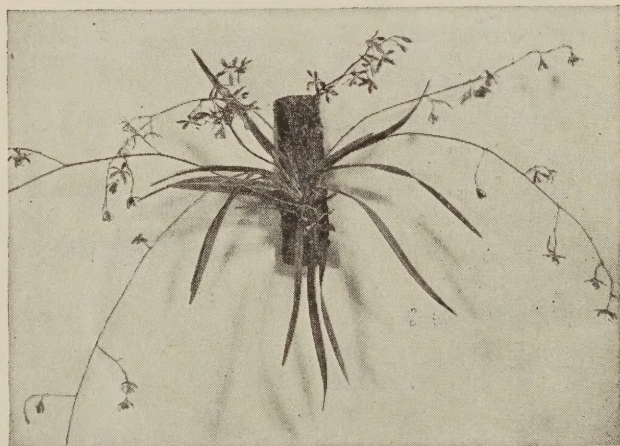
\$59.95

(add \$2.00 shipping charges; West of Mississippi add \$4.00)

15. Orchids Anyone Can Grow

You can easily grow exquisite "Butterfly Orchids" anywhere indoors. From Spring through late Summer they'll bear dozens of exotically fragrant miniature white orchids with purple throats. Crown of 10 or more bulbs is mounted on highly decorative oak slab, ready to hang or set anywhere. Fun to grow, a delight to give or own. Simple instructions provided.

\$2.00 each



MAIL AND PHONE ORDERS PROMPTLY FILLED
ALL MERCHANDISE SENT POSTPAID UNLESS OTHERWISE NOTED

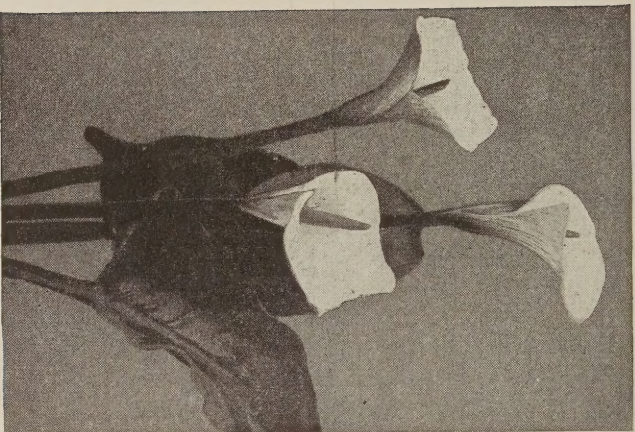
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Telephone: ELdorado 5-3220

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618 Madison Avenue
New York 22, N. Y.

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CALLA LILIES

(see page 4, item 11)

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